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LAMPIRAN



Lampiran 1. Wawancara Dengan Owner PT Bumi Karya Metalindo



Lampiran 2. Wawancara Dengan Direktur PT Jaga Aman Sararana



Lampiran 3. Wawancara Dengan CV Putra Tunggal



Lampiran 4. Wawancara Dengan Owner PT Musdalifa Karya Mandiri

KUISIONER

PENGARUH KEPUASAN PELANGGAN DAN PELAYANAN PURNA JUAL TERHADAP LOYALITAS PELANGGAN PT. TRAKINDO UTAMA CAB. MAKASSAR

A. Demografi

Nama :
Jenis Kelamin : L / P
Umur :
Pendidikan :
Pendapatan :
Pekerjaan :

B. Produk dan Frekuensi order

No	Produk	Frekuensi Order/Pembelian			
		Sering	Biasanya	Jarang	Tidak Pernah
1					
2					
3					
4					
5					

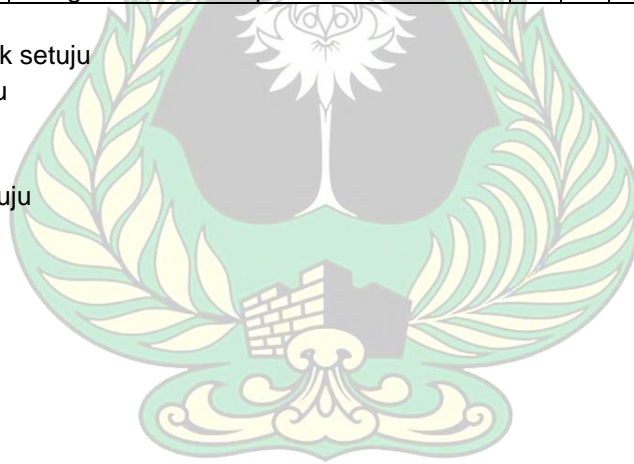
C. Pengukuran Kepuasan Pelanggan

No	Dimensi	Variabel	Harapan (Expectation)					Kinerja (Performance)						
			1	2	3	4	5	1	2	3	4	5		
1	Reliabilitas (Reliability)	Perusahaan harus merealisasikannya dengan tepat jika memiliki perjanjian yang disepakati												
		Perusahaan harus menunjukkan sikap simpatik, jika pelanggan menemukan masalah												
		Perusahaan harus dapat diandalkan untuk memberikan layanan dengan tepat												
		Perusahaan harus menyampaikan jasanya sesuai dengan waktu yang dijanjikan												
		Perusahaan harus memiliki pencatatan yang akurat												
2	Daya Tanggap (Responsiveness)	Karyawan perusahaan harus memberitahu pelanggan kapan pastinya layanan akan disampaikan												
		Karyawan perusahaan harus memberikan layanan kepada pelanggan dengan cepat												
		Karyawan perusahaan harus selalu bersedia membantu para pelanggan												
		Karyawan perusahaan tidak pernah terlalu sibuk untuk merespon permintaan pelanggan												
		Karyawan perusahaan selalu tanggap terhadap permintaan pelanggan												
3	Jaminan (Assurance)	Perilaku karyawan perusahaan harus membuat pelanggan mempercayainya												
		Pelanggan harus dapat merasa aman dalam melakukan transaksi dengan perusahaan												
		Karyawan perusahaan harus selalu bersikap sopan												
		Karyawan perusahaan harus memiliki pengetahuan untuk dapat selalu menjawab pertanyaan pelanggan												
		Karyawan perusahaan harus memiliki kredibilitas												
		Karyawan perusahaan harus memiliki komunikasi baik dengan pelanggan												
4	Empati (Emphaty)	Perusahaan harus memberikan perhatian individual kepada semua pelanggannya												
		Perusahaan harus memiliki waktu operasi yang sesuai dan nyaman bagi												

		semua pelanggan																				
		Perusahaan harus memiliki karyawan yang memberikan perhatian personal kepada pelanggan																				
		Perusahaan harus selalu memperhatikan kepentingan pelanggannya																				
		Karyawan perusahaan harus memahami kebutuhan khusus para pelanggannya																				
5	Bukti Fisik (Tangibles)	Perusahaan harus memiliki peralatan dan teknologi terbaru (modern)																				
		Fasilitas fisik perusahaan harus tampak menarik																				
		Karyawan perusahaan harus berpakaian dan berpenampilan rapi																				
		Material dan fasilitas fisik lain yang terkait layanan perusahaan harus tampak menarik																				
		Sarana dan prasarana perusahaan sangat mendukung pelayanan																				
		Peralatan yang tersedia dapat difungsikan sesuai dengan harapan pelanggan																				
		Peralatan yang dibutuhkan tersedia dengan baik dan cepat																				

Keterangan :

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju



D. Pengukuran Pelayanan Purna Jual

Untuk mengetahui sejauh mana fungsi pelayanan purna jual pada perusahaan maka isilah pernyataan dibawah ini dengan mengisi kolom sesuai pendapat anda

PENTUNJUK:

Berikan tanda silang (x) pada kolom skala yang anda anggap sesuai

Keterangan:

Keterangan:

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat setuju



No	(I) Indikator (Suku Cadang)	1	2	3	4	5	No	(V) Garansi (Warranty)	1	2	3	4	5
1	Informasi tentang daftar produk perusahaan sangat baik						1	Adanya fasilitas garansi terhadap produk					
2	Informasi Suku cadang sangat <i>up to date</i>						2	Kepedulian terhadap penggunaan alat dan pemakaian produk					
3	Suku cadang yang dibutuhkan tidak mengecewakan						3	Perusahaan bersedia membantu jika dibutuhkan terhadap pemakaian produk					
4	Suku cadang sangat lengkap tersedia di perusahaan						4	Teknisi siap pada saat dibutuhkan pada pemeriksaan alat					
5	Kelengkapan produk tidak mengecewakan						5	Alat dan suku cadang terjamin					
No	(II) Perawatan (Maintenance)	1	2	3	4	5	No	(VI) Pelayanan Pelanggan (Customer Service)	1	2	3	4	5
1	Pemeriksaan terhadap						1	Pelayanan					

	alat jika dibutuhkan pelanggan							perusahaan sangat baik					
2	Penyediaan garansi terhadap alat						2	Fasilitas perusahaan sangat mendukung pelayanan					
3	Pelayanan pelanggan jika alat bermasalah						3	Teknisi siap kapan saja pelanggan butuhkan					
4	Penyiapan perawatan terhadap alat						4	Pengecekan alat tidak membutuhkan waktu lama dalam pelayanan					
5	Kesiapan alat jika ada bagian daripada alat yang bermasalah						5	Penjelasan terhadap produk sangat baik					
No	(III) Pengawasan (Inspection)	1	2	3	4	5	No	(VII) Kepercayaan (Trust)	1	2	3	4	5
1	Perusahaan memiliki layanan terhadap penggunaan alat						1	Jika terjadi masalah siap mengatasi dengan baik terhadap produk					
2	Pengawasan terhadap pembelian produk						2	Menjaga keaslian produk					
3	Pengawasan terhadap pemakaian produk						3	Garansi sesuai kesepakatan					
4	Pengawasan terhadap kerusakan alat						4	Produk selalu dapat memuaskan pelanggan					
5	Pengawasan terhadap layanan konsumen						5	Tidak adanya permainan harga terhadap produk dan fasilitas lainnya					
No	(IV) Perilaku (Behavior)	1	2	3	4	5	No	(VIII) Kompetensi	1	2	3	4	5
1	Pelayanan terhadap pelanggan sangat ramah						1	Teknisi yang tersedia sangat handal					
2	Perilaku teknisi sangat baik						2	Pelayanan sesuai dengan kompetensi teknisi yang dibutuhkan					
3	Jika dibutuhkan selalu						3	Penyediaan arsip					

		produk					
		Merek merupakan penjamin kualitas					
3	CL3	Pergantian merek dengan kualitas lebih baik sangat penting					
		Harga menjamin kualitas					
		Penambahan biaya untuk keawetan produk bukan masalah					
		Perusahaan terbaik pasti memiliki produk yang baik					
		Pergantian merek dengan harga lebih tinggi tidak menjadi masalah					
4	CL4	Percaya terhadap satu merek yang sudah terjamin					
		Tidak menyukai perpindahan merek					
		Setia terhadap satu perusahaan					
		Percaya terhadap pengalaman merek pengguna lain					
5	CL5	Tidak memperdulikan harga terhadap satu merek tertentu					
		Kualitas merek sangat penting					
		Tidak akan berpindah merek jika telah merasa puas terhadap merek tertentu					
		Komitmen terhadap perusahaan					
		Harga dan kualitas sangat penting					
		Pelayanan tambahan sangat dibutuhkan untuk menambah keandalan produk					

